



**Skate
Manitoba**

Social Media Annual Report



Prepared by
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2023-2024



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Introduction



Social Media & Communications

The past year has been a period marked by significant achievements for Skate Manitoba, particularly in the realm of communications and social media engagement.

Throughout this time, the community has demonstrated a heightened enthusiasm for connecting with Skate Manitoba's digital presence, signaling a growing desire to actively participate and be recognized across platforms.

It has been gratifying to witness a steady increase in engagement and interaction, as members of the skating community have embraced the opportunity to connect, share, and celebrate their passion for figure skating on platforms such as Instagram and Facebook.

As we reflect on the accomplishments of the past year, it is evident that our collective efforts have fostered a deeper sense of connection and community within Skate Manitoba, paving the way for continued growth and engagement in the years to come.



Social Media Performance

In this report, we will delve into key aspects of Skate Manitoba's social media performance, providing insights gleaned from detailed analysis.

You can expect to explore demographic trends, discover the posts that resonated most with our audience, and gain insights from our platform analysis, featured campaigns, and audience analysis sections.

Through comprehensive data visualization and analysis, we aim to provide a comprehensive overview of our social media landscape and the impact of our initiatives on fostering engagement and community within Skate Manitoba.

Executive Summary



Best Of The Year

Skate Manitoba's social media presence experienced notable growth and engagement over the past 8 months, reflecting a community increasingly eager to connect and interact on digital platforms.

Key highlights include significant increases in follower counts across Instagram and Facebook, indicative of a widening reach and growing interest in Skate Manitoba's activities within the figure skating community.

Analysis of engagement metrics reveals a strong response to content, with certain posts garnering particularly high levels of interaction, including an increase in played and shared reels.

Additionally, featured campaigns throughout the year successfully achieved their objectives, driving awareness and participation among our audience. Demographic analysis provides valuable insights into the composition of Skate Manitoba's online community, informing future strategies for targeted outreach and engagement.

Overall, the past year has been marked by successes in building a vibrant and engaged online community, setting the stage for continued growth and impact in the future.



Platform Analysis

 Instagram

 Facebook



Content
Interaction

8K



Followers

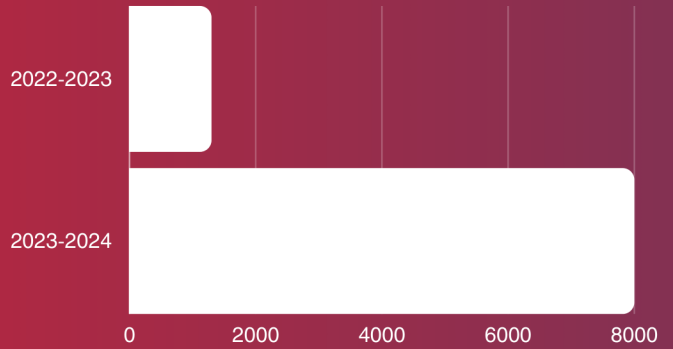
1.3K



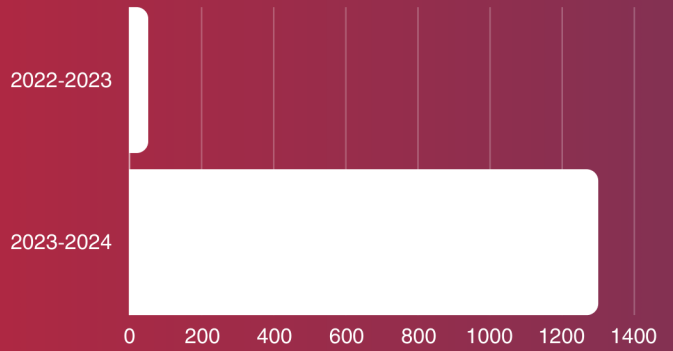
Reach

1.4M

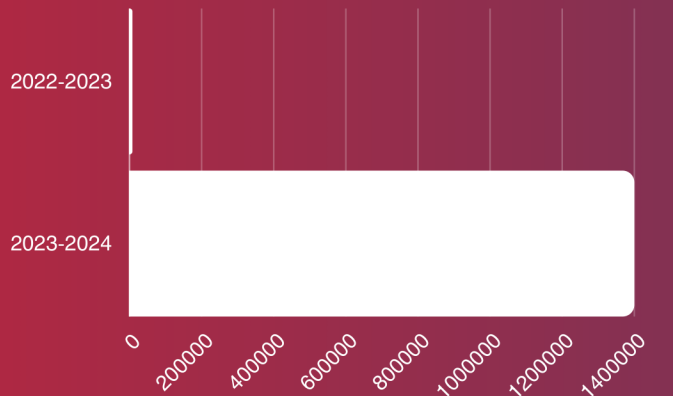
Content Interaction



Followers



Reach



Featured Campaigns



Featuring Skating Clubs

Throughout the year, Skate Manitoba executed several impactful campaigns on social media, each aimed at achieving specific objectives and engaging our audience in meaningful ways.



- **Objective:** To promote participation in skating clubs across Manitoba and encourage attendance at introductory classes.
- **Strategy:** Utilized social media posts to promote free trial classes offered by various skating clubs, highlighting the benefits of joining and learning to skate.
- **Impact:** Increased interest and participation in skating clubs, with a notable rise in inquiries and sign-ups for introductory classes. This initiative has sparked enthusiasm among more skating clubs to become involved in the promotion.



Caption & Featured Hashtags

☀️ Join a FREE skating session at Skate Interlake! 📸☀️
 Hurry, spots are limited! Contact them directly to secure your spot! ❄️👉
 ✉️ skateinterlake@gmail.com

- -
- #CanSkate #CanSkateMB #SkateMB #SkateWithUs



Featured Campaigns



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Caption & Featured Hashtags

Glide through the Heart of Skate Brandon in Manitoba with ConnXion! 🌟 Tammy, a dedicated coach, and her team shared the profound bond that defines them. Join us on this journey, weaving through life's experiences on skates. Proudly representing Skate Manitoba! 🇨🇦

[#ConnXionOnce](#) [#SkateManitoba](#) [#SkateWithUs](#)

Dec 2023

Insights

📍 94

💬 5

Plays: 5436

➡️ 20

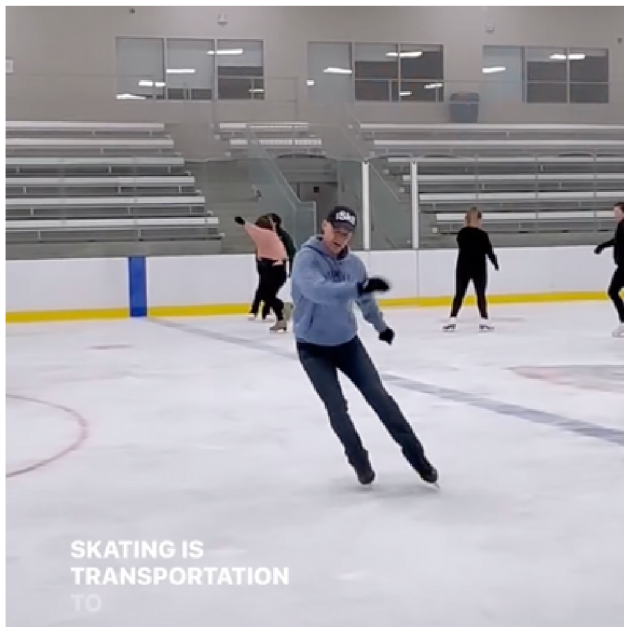
📌 4

Reach: 3108

Top Performing Post



 Instagram  Facebook



Dec 2023

Overview

Reach ⓘ

1,119

Higher than typical

Impressions ⓘ

1,609

Higher than typical

Interactions ⓘ

123

Higher than typical

Plays and watch time

Plays ⓘ

2,065

Higher than typical

Average watch time ⓘ

20s

Higher than typical

Watch time ⓘ

7h 53m

Higher than typical

Initial Plays 1,399

Replays 666

Interactions ⓘ

Likes ⓘ

100

Higher than typical

Comments ⓘ

4

Higher than typical

Shares ⓘ

17

Higher than typical

Saves ⓘ

2

Higher than typical

Caption:

🌟 Recap from an unforgettable weekend at the Niverville Skating Seminar with the one and only Kurt Browning! 🇩🇪 Skaters sharpened their skills, perfected jumps and spins, and delved into interpretation and basic techniques. 🧘 Plus, we all found our zen with rejuvenating yoga sessions. Part 1 of our incredible journey on the ice – stay tuned for more skating magic! ✨
#NivervilleSkatingSeminar #SkatingWithKurt #SkateWithUs #skatember

Conclusion & Next Steps



Key Points in This Discussion

In conclusion, our journey this season has been nothing short of remarkable.

Our emphasis on community engagement through social media platforms and the infusion of fresh elements into our events has truly made a significant difference.

From celebrating Olympic champions to offering numerous courses catering to all ages, including our invaluable collaboration with Team Toba, we've strived to provide unparalleled opportunities for skaters of every level. By fostering a supportive environment and nurturing the talent of our youngest members, we're paving the way for future generations to excel in the sport.

The showcasing of clubs and individual skaters has ignited a newfound enthusiasm within our community, inspiring individuals to join our movement and showcase the incredible talent that Manitoba skaters possess.

Looking ahead to the 2024-2025 season, our focus remains steadfast on enhancing our outreach across every corner of Manitoba. We aim to continue fostering community connections by refining our marketing strategy, leveraging innovative approaches such as mic'd-up sessions alongside strategic social media advertisements.

Furthermore, we're committed to integrating various techniques into each event, ensuring a dynamic and engaging experience for all participants.

By staying true to our mission of inclusivity and excellence, we are confident that Skate Manitoba will continue to thrive, leaving an indelible mark on the skating community for years to come.

Thank You.

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